

SMOKER PROFILE AMONG PURCHASERS
(INDICES)

not used

2045737635

	NEXT			MERIT DE-NIC
	TOLEDO	HARTFORD	OMAHA	SPOKANE
MEN	97	109	91	88
WOMEN	103	91	108	111
WHITE	104	104	101	102
BLACK				
18-34	89	99	87	101
35+	108	101	109	100
NO COLLEGE	89	100	103	83
SOME COLLEGE	126	100	96	126
EMPLOYED				
WHITE COLLAR	113	99	115	145
BLUE COLLAR	105	106	95	83
UNEMPLOYED				
UNDER \$30,000	101	117	99	91
\$30,000 OR MORE	106	95	106	119

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